

<b>Committee(s)</b> Public Relations and Economic Development Sub-Committee – for information Policy and Resources Committee – for decision	<b>Dated:</b> 02/07/2019  04/07/2019
<b>Subject:</b> The UK Coalition for Digital Intelligence – Proposal	<b>Public</b>
<b>Report of:</b> Director of Community and Children’s Services Director of Innovation & Growth	<b>For Decision</b>
<b>Report authors:</b> Bijel Thakrar, Strategic Projects Manager Sufina Ahmad, Corporate Strategy Manager Sophie Hulm, Senior Policy and Programme Manager	

### Summary

The City Corporation’s Corporate Plan states the organisation’s commitment to being ‘digitally and physically well-connected and responsive’. One of the ways of achieving this is through implementation of the City Corporation’s Digital Skills Strategy (2018-23), which this committee approved in September 2018.

In line with the City Corporation’s strategic commitments, the Lord Mayor’s theme ‘Shaping Tomorrow’s City Today’ focuses on promoting innovation and technology, championing digital skills and addressing digital and social inclusion. An essential component has been the development of a UK Coalition for Digital Intelligence (UK CDI), which seeks to *‘bring together organisations to motivate people and businesses across the UK to boost their digital skills to thrive in the digital age’*.

The development of the UK CDI involves several partners including Accenture, BT and Lloyds Banking Group, supported by City Corporation officers from across Mansion House, Town Clerks and Community and Children’s Services. Beyond this year’s Mayoralty, it is intended that the City Corporation will continue to champion the need to boost digital skills, through existing workstreams and budgets.

### Recommendation

Members of the Public Relations and Economic Development Sub Committee are asked:

- to note this report on the UK Coalition for Digital Intelligence.

Members of the Policy & Resources Committee are asked:

- to approve delegated authority to the Town Clerk in consultation with the Chair and Deputy Chairman of Policy and Resources Committee. Given the pace of development, future decisions regarding the City Corporation signing a pledge of support for the UK CDI or similar, may be required at short notice or during summer recess.

# Main Report

## Background

1. Billions of dollars are invested each year in improving digital literacy and skills. However, there is little shared understanding across countries of how this work should be designed, prioritised or measured. In response, international think-tank, the DQ™ Institute, has developed the global 'Digital Intelligence (DQ™) framework', which has been adopted by the Organisation for Economic Co-operation and Development (OECD) and the Institute of Electrical and Electronics Engineers (IEEE).
2. In partnership, the OECD, IEEE and the DQ™ Institute<sup>1</sup> have set up a Coalition for Digital Intelligence<sup>2</sup> (CDI), sponsored by the World Economic Forum (WEF). The CDI is an international multi-stakeholder community that will coordinate the implementation of the DQ framework across the technology and education sectors, to make a greater impact on the advancement of digital skills.
3. Inspired by the development of the global CDI, the City Corporation, Accenture, Lloyds, BT and others across a range of sectors and UK regions, are creating a coalition which aims to *'bring together organisations to motivate people and businesses across the UK to boost their digital skills to thrive in the digital age'* with a working title of the 'UK Coalition for Digital Intelligence' (UK CDI).

## Current Position

4. In the UK there are currently 11.9 million adults who do not have basic digital skills<sup>3</sup>. The time is now to address the issue and make an impact on this agenda. As part of 'Shaping Tomorrow's City Today', the Lord Mayor has used his convening power to engage a range of cross sector stakeholders, listed at Appendix One, through a series of workshops and 1:1 engagement. Together the group of stakeholders has developed the concept and aims of the UK CDI.
5. The proposed pillars for the UK CDI are:
  - a) Motivate – People and business are motivated to enhance their digital skills.
  - b) Map – Digital skills frameworks and initiatives are mapped.
  - c) Magnify – People know which digital skills initiatives exist.
  - d) Measure – The UK CDI understands the impact of its work.
6. The UK CDI will act as an umbrella for the various digital skills related initiatives and campaigns already in place. The UK CDI will amplify the training that exists and ensure that the demand for digital skills across the economy is met. The UK

---

<sup>1</sup> DQ Institute <https://www.dqinstitute.org/>

<sup>2</sup> Coalition for Digital Intelligence <https://www.coalitionfordigitalintelligence.org/>

<sup>3</sup> Lloyds Consumer Digital Index 2019 <https://www.lloydsbank.com/banking-with-us/whats-happening/consumer-digital-index.asp>

CDI will coalesce the government, business and charity sector to work collaboratively to develop digital skills across society.

7. Given the UK CDI's alignment with City Corporation strategy (Paragraph 12) and the interest and engagement of partners such as Accenture, BT and Lloyds, City Corporation officers from across Mansion House, Town Clerks and Community and Children's Services are currently providing secretariat duties, with external support from two consultants at Accenture. The City Corporation's commitment to provide a secretariat function continues until the end of this year's Mayoralty.
8. It is proposed to formally launch the UK CDI on 10 October supported by a branding and communications campaign, which will include a logo, website etc to engage people across the UK.
9. A programme of engagement with Government and other partners is underway to ensure the UK CDI complements existing and emerging activity on this topic, e.g. the Department for Digital, Culture, Media and Sport's 'Digital Skills Partnerships'.

### **Proposal**

10. As the UK CDI launches, organisations across the UK will be invited to support this initiative, for example by motivating their consumers or employees to boost their digital skills. Given its existing role in setting up the UK CDI, and a strategic interest in increasing digital skills, officers propose that the City Corporation supports the aims of the UK CDI, through existing workstreams and budgets.
11. The work of the UK CDI specifically complements our work on education, supporting Londoners (through the City Bridge Trust), and our work to ensure the Financial and Professional Services sector, across the UK, has the skills it needs to be competitive. The added value of the UK CDI is that it is a coalition, therefore no one partner is expected to deliver against the overall aims. Partners bring their specific strengths to help ensure that efforts to support digital skills can be coordinated and duplication avoided.

### **Corporate and Strategic Implications**

12. Corporate and Strategic Implications:  
The proposed UK CDI has a strong fit with the City Corporation's strategic aims. Outcome nine of the City Corporation's Corporate Plan states the organisation's commitment to being 'digitally and physically well-connected and responsive'. One of the ways of achieving this is through implementation of the City Corporation's Digital Skills Strategy for 2018-23, which this committee approved in September 2018. In addition, outcome one of the City Corporation Social Mobility Strategy states, 'Everyone can develop the skills and talent they need to thrive'. The current Lord Mayor's theme 'Shaping Tomorrow's City Today', under which the UK CDI has been developed, aligns with these City Corporation strategies.

13. Security Implications: No security implications have been identified for this work.
14. Financial and Resourcing Implications: Presently, some City Corporation officer time is supporting the development of the UK CDI. Following its launch in October 2019, secretariat support for the UK CDI will be delivered by other partners and the City Corporation will continue to champion the need to boost digital skills, through existing workstreams. As a result, public support of the UK CDI does not pose a reputational risk or require the creation of a new workstream beyond the launch in October.
15. Equalities Implications: Inclusion is at the heart of the UK CDI's work, and the four pillars of activity are being designed to ensure that the work will successfully reach the most digitally excluded groups across the UK too.
16. Legal Implications: There are none.

## **Conclusion**

17. Having been established as part of the Mayoralty, the UK CDI is very much in its early stages. However, once launched in October it will be a positive movement through which partners work collaboratively to harness their collective expertise and resources to address digital skills gaps. As the UK CDI is developing at pace, officers request that future decisions regarding City Corporation support of the UK CDI are delegated to the Town Clerk in consultation with the Chair and Deputy Chairman of Policy and Resources Committee. Beyond this year's Mayoralty, it is intended that the City Corporation will continue to champion the need to boost digital skills, through existing workstreams and budgets.

## **Appendices**

- Stakeholder list

Bijel Thakrar  
Strategic Projects Manager

[bijel.thakrar@cityoflondon.gov.uk](mailto:bijel.thakrar@cityoflondon.gov.uk)

07743 600 876

Sufina Ahmad  
Corporate Strategy Manager

[sufina.ahmad@cityoflondon.gov.uk](mailto:sufina.ahmad@cityoflondon.gov.uk)

020 7332 3724

Sophie Hulm  
Senior Policy and Programmes Manager

[sophie.hulm@cityoflondon.gov.uk](mailto:sophie.hulm@cityoflondon.gov.uk)

07834 384 968

Appendix One – Stakeholder list

Accenture	<p>Sushil Saluja Senior Managing Director – Financial Services, Europe</p>
	<p>Camilla Drejer Director of Corporate Citizenship UK&amp;I</p>
Lloyds Banking Group	<p>Leigh Smyth Group Transformation Lead for Culture and Capability</p>
	<p>Jemma Waters Digital Insight &amp; Partnerships Lead</p>
Barclays	<p>Kirstie Mackey Managing Director, Citizenship &amp; Consumer Affairs</p>
	<p>Kate McGoey Senior Programme Manager, LifeSkills</p>
BT	<p>Andy Wales Chief Digital Impact &amp; Sustainability Officer</p>

	<p>Liz Williams</p> <p>Director of Digital Society</p>
CAST	<p>Annika Small</p> <p>Founder &amp; Director</p>
KPMG	<p>Ben Churchill</p> <p>Corporate Responsibility Manager</p>
Corsham Institute	<p>Catherine Knivett</p> <p>Director of Strategy &amp; Programmes and Interim COO</p>
	<p>Eleri Burnhill</p> <p>Researcher</p>
Worldpay	<p>Jana Mackintosh</p> <p>Director of Public Policy &amp; Government Affairs</p>
	<p>Ciaran O'Regan</p> <p>Head of Talent Acquisition</p>
Pearson	<p>Claire Rogers</p> <p>Digital Transformation Director</p>
	<p>Rohini Bhattacharya</p> <p>Director of Apprenticeships</p>

Nominet	Eleanor Bradley Chief Operating Officer
Nesta	Jack Orlik Senior Researcher
iDEA	Kerensa Jennings Director Office of HRH The Duke of York, Strategy & Delivery for iDEA
Oliver Wyman	Martin Robinson Partner
CBI	Roxanne Morison Head of Digital Policy
Enabling Enterprise	Tom Ravenscroft Founder and CEO
Institute of Coding	Catherine Griffiths
	Dr Rachid Hourizi Director
Brunswick Group	Jordan Bickerton Director, Business and Society
	Alastair Morton Partner
	Katherine Peacock Partner, Insights